



**Rep Order#** 6847273    **Ver#** 3    **Status** Revised    **Traffic Order#**    **Printed:** 10/08/2012 9:00 AM    2 of 9  
**EC'd** Yes    **Last Received:** 10/05/2012 4:50 PM  
**Showing Buylines:** All Lines

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Traffic Order#

Station WAVY-TV NORFOLK, VA.  
Advertiser ( ) N.R.C.C. IE  
Product N.R.C.C. IE

**Agency** ( ) NATIONAL MEDIA RESEARCH PLANNING **Rep Firm**  
& PLACEMENT, 815 SLATER LANE **Sales Office** ( ) PHILADELPHIA  
ALEXANDRIA, VA 22314 **Salesperson** ( ) ANJIE BRADY

<b>Estimate#</b>	2964
<b>Buyer</b>	Tracey Robinson

**Agency C/P1/P2/E** 155/426/2964

**Flight Dates** 10/26/2012 - 11/06/2012

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*7	W	6A-7A	WAVY NEWS-6A	:30	\$1,500.00	10/31-10/31	0	0	0	\$0.00	
Rating: 6.6												
V3 Cancelled												
	*8	F	6A-7A	WAVY NEWS-6A	:30	\$1,500.00	11/02-11/02	0	0	0	\$0.00	
Rating: 6.6												
V3 Cancelled												
	*9	F	430A-5A	WAVY NEWS-430A	:30	\$125.00	10/26-10/26	0	0	0	\$0.00	
Rating: 2.5												
V3 Cancelled												
	*10	M	430A-5A	WAVY NEWS-430A	:30	\$125.00	10/29-10/29	0	0	0	\$0.00	
Rating: 2.5												
V3 Cancelled												
	*11	W	430A-5A	WAVY NEWS-430A	:30	\$125.00	10/31-10/31	0	0	0	\$0.00	
Rating: 2.5												
V3 Cancelled												
	*12	M	430A-5A	WAVY NEWS-430A	:30	\$125.00	11/05-11/05	0	0	0	\$0.00	
Rating: 2.5												
V3 Cancelled												
	*13	TU	430A-5A	WAVY NEWS-430A	:30	\$125.00	11/06-11/06	0	0	0	\$0.00	
Rating: 2.5												
V3 Cancelled												
	*14	SA	6A-7A	WAVY NWS SAT6A	:30	\$300.00	10/27-10/27	0	0	0	\$0.00	
Rating: 4.2												
V3 Cancelled												
	*15	SA	6A-7A	WAVY NWS SAT6A	:30	\$300.00	11/03-11/03	0	0	0	\$0.00	
Rating: 4.2												
V3 Cancelled												







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Ver# 3 Status Revised

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**Station** WAVY-TV NORFOLK

Advertiser ( ) N.R.C.C. IE

Product N.R.C.C. IE

Estimate# 2964

**Buyer** Tracey Robinson

**Phone**

Agency ( ) NATIONAL MEDIA RESEARCH PLANNING Rep Firm

&amp; PLACEMENT, 815 SLATER LANE

ALEXANDRIA, VA 22314

Agency C/P1/P2/E 155/426/2964

**Flight Dates** 10/26/2012 - 11/06/2012

## Hiatus Weeks

Rep Firm

Sales Office ( ) PHILADELPHIA

Salesperson ( ) ANJIE BRADY

Salesperson Phone# 215-567-6005

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*41	TH	6P-630P	WAVY NEWS10-6	:30	\$1,000.00	11/01-11/01	0	0	0	\$0.00	
Rating: 6.4												
		V3 Cancelled										
	*42	M	6P-630P	WAVY NEWS10-6	:30	\$1,000.00	11/05-11/05	0	0	0	\$0.00	
Rating: 6.4												
		V3 Cancelled										
	*43	SA	6P-630P	WAVY NEWS10-6	:30	\$350.00	10/27-10/27	0	0	0	\$0.00	
Rating: 4.1												
		V3 Cancelled										
	*44	SU	6P-7P	WAVY NEW10-6	:30	\$350.00	10/28-10/28	0	0	0	\$0.00	
Rating: 5.7												
		V3 Cancelled										
	*45	SU	6P-7P	WAVY NEW10-6	:30	\$350.00	11/04-11/04	0	0	0	\$0.00	
Rating: 5.7												
		V3 Cancelled										
	*46	F	7P-730P	ENT TONIGHT 30	:30	\$600.00	10/26-10/26	0	0	0	\$0.00	
Rating: 4.9												
		V3 Cancelled										
	*47	TU	7P-730P	ENT TONIGHT 30	:30	\$600.00	10/30-10/30	0	0	0	\$0.00	
Rating: 4.9												
		V3 Cancelled										
	*48	W	7P-730P	ENT TONIGHT 30	:30	\$600.00	10/31-10/31	0	0	0	\$0.00	
Rating: 4.9												
		V3 Cancelled										
	*49	TH	7P-730P	ENT TONIGHT 30	:30	\$600.00	11/01-11/01	0	0	0	\$0.00	
Rating: 4.9												
		V3 Cancelled										



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**Buyer** Tracey Robinson

**Phone****Fax#**

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ALEXANDRIA, VA 22314

Agency C/P1/P2/E 155/426/2964

**Flight Dates**  
10/26/2012 - 11/06/2012

## Hiatus Weeks

Sales Office ( ) PHILADELPHIA

Salesperson ( ) ANJIE BRADY

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*58	TH	11P-1135P	WAVY NEWS10-11	:30	\$800.00	11/01-11/01	0	0	0	\$0.00	
Rating: 5.6												
	*59	F	11P-1135P	WAVY NEWS10-11	:30	\$800.00	11/02-11/02	0	0	0	\$0.00	
Rating: 5.6												
	*60	SA	11P-1130P	WAVY NEWS10-11	:30	\$800.00	11/03-11/03	0	0	0	\$0.00	
Rating: 5.9												
	*61	SU	1145P-12A	NWS FOLo FTBL	:30	\$800.00	10/28-10/28	0	0	0	\$0.00	
Rating: 6.0												
	*62	F	1135P-1235A	TONITE SHW	:30	\$300.00	10/26-10/26	0	0	0	\$0.00	
Rating: 2.9												
	*63	TU	1135P-1235A	TONITE SHW	:30	\$300.00	10/30-10/30	0	0	0	\$0.00	
Rating: 2.9												
	*64	W	1135P-1235A	TONITE SHW	:30	\$300.00	10/31-10/31	0	0	0	\$0.00	
Rating: 2.9												
	*65	F	1135P-1235A	TONITE SHW	:30	\$300.00	11/02-11/02	0	0	0	\$0.00	
Rating: 2.9												



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Product N.R.C.C. IE    ALEXANDRIA, VA 22314

Estimate# 2964    Agency C/P1/P2/E 155/426/2964

Buyer Tracey Robinson    Flight Dates 10/26/2012 - 11/06/2012    Salesperson Phone# 215-567-6005

Fax#    Hiatus Weeks    Salesperson FAX# 215-567-5938

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	*66	M	1135P-1235A	TONITE SHW	:30	\$300.00	11/05-11/05	0	0	0	\$0.00	

Rating: 2.9    V3 Cancelled

\*67    SA    1130P-1A    SAT NITE LIVE    :30    \$500.00    11/03-11/03    0    0    0    \$0.00

Rating: 4.8    V3 Cancelled

---REPORT TOTALS---

Report Totals: 0 / \$0.00

---SALES MONTHLY TOTALS---

Oct 12: 0 / \$0.00    Nov 12: 0 / \$0.00

Sales Totals: 0 / \$0.00

Station Totals: 0 / \$0.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$0	CATV 0%	WAVY 48%	WGNT 3%	WPXV 0%	WTKR 11%
		WTVZ 4%	WVBT 15%	WVEC 19%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books MAY12, NOV11, ENOV12

Demos RA3564

--- CREDIT RISK ---

CASH IN ADVANCE